R.J. Reynolds Tobacco Company

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William J. Roth
Chain Accounts Manager

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VIA ELECTRONIC MAIL

October 1, 1993

TO: Division Managers with Mobil Chains

CC: ALL SALES PERSONNEL

RE: Mobil Oil Corporation

Ladies and Gentlemen:

Mr. Vince Savaglio, corporate Mobil Mart Program coordinator, has approved the following for all Mobil corp. stores

- **Winston Select $2.00/.20 Snipe product - All six styles.**
- **Industry Cigarette movement figures - Direct Account information release authorization form has been signed by Mobil Corporate buyer, Mr. Greg White , and is being faxed to the appropriate divisions that have direct accounts which service Mobil stores.**
- **3-Pack Auto Load Clamshell (item # 408905): Please utilize this clamshell to augment our work plan promotions and "tie in" with Mobil's 3-pack specials. This clamshell should be utilized per ASM guidelines and may include our Monarch Brands!**
- **Camel Cash IV Lotto Program: Mobil has approved all programs/promotions targeted to consumers but will not participate in the Camel Lotto Retailer Program.**

In addition, as information, a self-service display for Saving brands/promotions is currently being negotiated. This unit will be an option to, or in lieu of, our current under-counter promotional display.

Negotiations to date include utilizing a 3 foot spring load pkg./carton display. This unit is to be provided by PM without a cost share to RJR and will be vertically loaded as follows:

3 feet

	PM (Adv.)		RJR (Adv.)
	Basic/Cambridge	Pack Display	Doral/Monarch
	PM	Springload Trays for Packs	RJR
**	(Cartons) Basic/Cambridge		(Cartons) Doral/Monarch
	(Cartons) Basic/Cambridge		(Cartons) Doral/Monarch

** This section may be used for Premium promotions for RJR and PM, when promotions are available.

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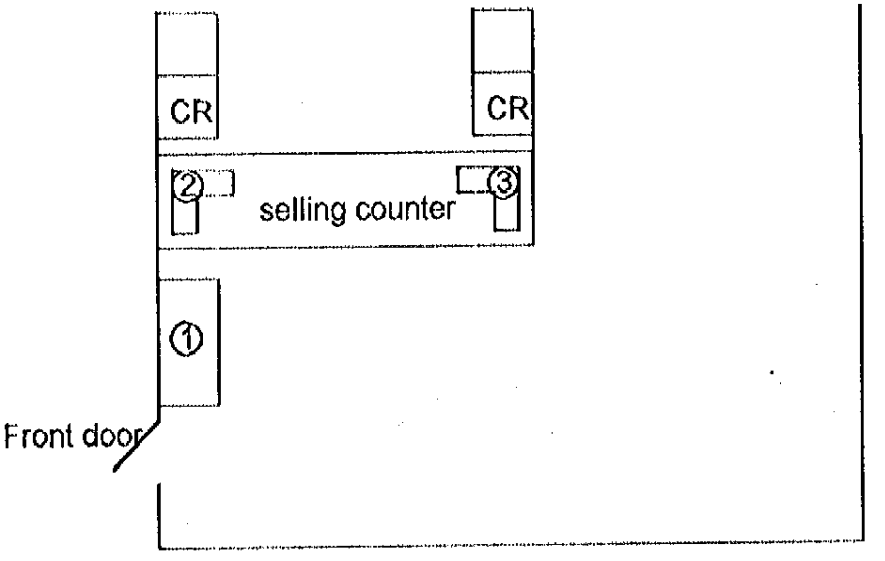
Source: https://www.industrydocuments.ucsf.edu/docs/tyhy0000

The Store Plan-o-gram layout as follows:



1) 3' Springload Package/Carton Savings Display for PM/RJR (Plan-o-gram as shown)

2) PM Full Price Counter Display (which is adjacent to our Monarchs!)

3) RJR Full Price Counter Display.

I will advise as soon as negotiations, approved plan-o-grams, etc. are finalized.

Thank you for your support with Mobil Chain and should you have any suggestions for further improvements, please share them with me.

Sincerely,

Bill

W.J. Roth
Chain Accounts Manager

cc: AVP's, RSM's

mobil101

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Source: https://www.industrydocuments.ucsf.edu/docs/tyhy0000